



WDAF-TV

ORDER

Print Date 10/22/12 Page 1 of 6

Flight Dates 10/23/12-10/29/12

Contract / Revision 574919 /

Original Date / Revision
10/22/12 10/22/12

Advertiser Kander/D/Sec of State

Agency Buying Time LLC

Buying Contact

650 Massachusetts Ave NW
Suite 210
Washington, DC 20001Primary Account Executive
Dan Driscoll

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dan Driscoll | 100% | | |

Product
KANDER FOR MISSOURI

Agency Com 15%

Billing Contact

650 Massachusetts Ave NW
Suite 210
Washington, DC 20001

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1952

Alt Order # 09771613

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL1Xb

Priority 3

Advertiser Ref

Order Share 22% Market Value 139886

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| KCPT | % | 0 |
| KCTV | 29% | 40567 |
| KCWE | % | 0 |
| KMBC | 21% | 29376 |
| KMCI | % | 0 |
| KPXE | % | 0 |
| KSHB | 28% | 39168 |
| KSMO | % | 0 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| October 2012 | 33 | \$20,251.25 | \$23,825.00 | 0.00 | 10/01/12 | 10/28/12 | 33 | \$20,251.25 | \$23,825.00 |
| November 2012 | 9 | \$5,907.50 | \$6,950.00 | 0.00 | 10/29/12 | 10/29/12 | 9 | \$5,907.50 | \$6,950.00 |
| Totals | 42 | \$26,158.75 | \$30,775.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|---|----|----------|----------|--------------------------|--------|----------------|---------|-----|-------|----------|-----|------|------|------------------------|----------|
| E 1 | 4 | 10/23/12 | 10/23/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | -T----- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| FOX News Start Date 10/22/12 End Date 10/28/12 Weekdays -T----- Spots/Week 1 Rate \$600.00 Rating 0.00 | | | | | | | | | | | | | | | |
| E 2 | 4 | 10/24/12 | 10/24/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | --W---- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| FOX News Start Date 10/22/12 End Date 10/28/12 Weekdays --W---- Spots/Week 1 Rate \$600.00 Rating 0.00 | | | | | | | | | | | | | | | |
| E 3 | 4 | 10/25/12 | 10/25/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | ---T--- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| FOX News Start Date 10/22/12 End Date 10/28/12 Weekdays ---T--- Spots/Week 1 Rate \$600.00 Rating 0.00 | | | | | | | | | | | | | | | |

Contract / Revision

574919

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser **Kander/D/Sec of State**

Product KANDER FOR MISSOURI

Estimate # 1952

| | | | | | | | | | | | | | | Totals | |
|----------|----|-------------------|-----------------|--------------------------|-------------------|---------------------------|-------------|---------------|-------|----------|-----|------|------|--------|----------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| E 3 | 4 | 10/25/12 | 10/25/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | ---T--- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | 1 | | \$600.00 | 0.00 | | | | | | | |
| E 4 | 4 | 10/26/12 | 10/26/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | ----F-- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | 1 | | \$600.00 | 0.00 | | | | | | | |
| E 5 | 4 | 10/29/12 | 10/29/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | M----- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | 1 | | \$600.00 | 0.00 | | | | | | | |
| 6 | 4 | 10/24/12 | 10/24/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | --W---- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | 1 | | \$600.00 | 0.00 | | | | | | | |
| 7 | 4 | 10/25/12 | 10/25/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | ---T--- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | 1 | | \$600.00 | 0.00 | | | | | | | |
| 8 | 4 | 10/26/12 | 10/26/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | ----F-- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | 1 | | \$600.00 | 0.00 | | | | | | | |
| 9 | 4 | 10/23/12 | 10/23/12 | M-F 7-9a 7-8a | CM-All | 7-8a (7:00 AM-8:00 AM) | -T----- | :30 | 1 | \$525.00 | 2 | 0.00 | NM | 1 | \$525.00 |
| FOX News | | | | REV- | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | 1 | | \$525.00 | 0.00 | | | | | | | |
| 10 | 4 | 10/24/12 | 10/24/12 | M-F 7-9a 7-8a | CM-All | 7-8a (7:00 AM-8:00 AM) | --W---- | :30 | 1 | \$525.00 | 2 | 0.00 | NM | 1 | \$525.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | 1 | | \$525.00 | 0.00 | | | | | | | |
| 11 | 4 | 10/25/12 | 10/25/12 | M-F 7-9a 7-8a | CM-All | 7-8a (7:00 AM-8:00 AM) | ---T--- | :30 | 1 | \$525.00 | 2 | 0.00 | NM | 1 | \$525.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | 1 | | \$525.00 | 0.00 | | | | | | | |
| 12 | 4 | 10/29/12 | 10/29/12 | M-F 7-9a 7-8a | CM-All | 7-8a (7:00 AM-8:00 AM) | M----- | :30 | 1 | \$525.00 | 2 | 0.00 | NM | 1 | \$525.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | 1 | | \$525.00 | 0.00 | | | | | | | |
| 13 | 4 | 10/23/12 | 10/23/12 | M-F 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | -T----- | :30 | 1 | \$525.00 | 2 | 0.00 | NM | 1 | \$525.00 |
| FOX News | | | | REV | | | | | | | | | | | |

Contract / Revision

574919

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser **Kander/D/Sec of State**

Product **KANDER FOR MISSOURI**

Estimate # 1952

| | | | | | | | | | | | | | | Totals | |
|------------|----|-------------------|-----------------|-------------------------|-------------------|-----------------------------|-------------|---------------|-------|----------|-----|------|------|--------|----------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| 13 | 4 | 10/23/12 | 10/23/12 | M-F 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | -T----- | :30 | 1 | \$525.00 | 2 | 0.00 | NM | 1 | \$525.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | 1 | | \$525.00 | 0.00 | | | | | | | |
| 14 | 4 | 10/24/12 | 10/24/12 | M-F 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | --W---- | :30 | 1 | \$525.00 | 2 | 0.00 | NM | 1 | \$525.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | 1 | | \$525.00 | 0.00 | | | | | | | |
| 15 | 4 | 10/25/12 | 10/25/12 | M-F 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | ---T--- | :30 | 1 | \$525.00 | 2 | 0.00 | NM | 1 | \$525.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | 1 | | \$525.00 | 0.00 | | | | | | | |
| 16 | 4 | 10/26/12 | 10/26/12 | M-F 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | ----F-- | :30 | 1 | \$525.00 | 2 | 0.00 | NM | 1 | \$525.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | 1 | | \$525.00 | 0.00 | | | | | | | |
| 17 | 4 | 10/29/12 | 10/29/12 | M-F 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | M----- | :30 | 1 | \$525.00 | 2 | 0.00 | NM | 1 | \$525.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | 1 | | \$525.00 | 0.00 | | | | | | | |
| 18 | 4 | 10/23/12 | 10/23/12 | M-F 12p-1p M-F 12-1p | CM-All | 12-1p | -T----- | :30 | 1 | \$300.00 | 2 | 0.00 | NM | 1 | \$300.00 |
| Noons News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | 1 | | \$300.00 | 0.00 | | | | | | | |
| 19 | 4 | 10/25/12 | 10/25/12 | M-F 12p-1p M-F 12-1p | CM-All | 12-1p | ---T--- | :30 | 1 | \$300.00 | 2 | 0.00 | NM | 1 | \$300.00 |
| Noons News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | 1 | | \$300.00 | 0.00 | | | | | | | |
| 20 | 4 | 10/29/12 | 10/29/12 | M-F 12p-1p M-F 12-1p | CM-All | 12-1p | M----- | :30 | 1 | \$300.00 | 2 | 0.00 | NM | 1 | \$300.00 |
| Noons News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | 1 | | \$300.00 | 0.00 | | | | | | | |
| 21 | 4 | 10/23/12 | 10/23/12 | M-F 5-6p 5-530p | CM-All | 5-530p (5:00 PM-5:30 PM) | -T----- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | 1 | | \$600.00 | 0.00 | | | | | | | |
| 22 | 4 | 10/25/12 | 10/25/12 | M-F 5-6p 5-530o | CM-All | 5-530p (5:00 PM-5:30 PM) | ---T--- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | 1 | | \$600.00 | 0.00 | | | | | | | |
| 23 | 4 | 10/29/12 | 10/29/12 | M-F 5-6p 5-530p | CM-All | 5-530p (5:00 PM-5:30 PM) | M----- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| News | | | | | | | | | | | | | | | |



WDAF-TV

Print Date: 10/22/12

Page 4 of 6

Contract / Revision 574919 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser Kander/D/Sec of State

Product KANDER FOR MISSOURI

Estimate # 1952

| | | | | | | | | | | | | | | Totals | |
|------------------|-----------|-------------------|-----------------|--------------------------|--------|-----------------------------|-----------------|---------------|-------------------|-------------------------|-----|---------------|-------------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| 23 | 4 | 10/29/12 | 10/29/12 | M-F 5-6p 5-530p | CM-All | 5-530p (5:00 PM-5:30 PM) | M----- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | | 1 | \$600.00 | | 0.00 | | | |
| 24 | 4 | 10/24/12 | 10/24/12 | M-F 5-6p 530-6p | CM-All | 530-6p (5:30 PM-6:00 PM) | --W---- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | | 1 | \$600.00 | | 0.00 | | | |
| 25 | 4 | 10/26/12 | 10/26/12 | M-F 5-6p 530-6p | CM-All | 530-6p (5:30 PM-6:00 PM) | ----F-- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | | | 1 | \$600.00 | | 0.00 | | | |
| 26 | 4 | 10/23/12 | 10/23/12 | M-F 6-630p M-F 6-630p | CM-All | 6-630p | -T----- | :30 | 1 | \$900.00 | 2 | 0.00 | NM | 1 | \$900.00 |
| News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | | 1 | \$900.00 | | 0.00 | | | |
| 27 | 4 | 10/23/12 | 10/23/12 | M-F 630-7p M-F 630-7p | CM-All | 630-7p | -T----- | :30 | 1 | \$2,200.00 | 2 | 0.00 | NM | 1 | \$2,200.00 |
| WHEEL OF FORTUNE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | | 1 | \$2,200.00 | | 0.00 | | | |
| 28 | 4 | 10/24/12 | 10/24/12 | M-F 630-7p M-F 630-7p | CM-All | 630-7p | --W---- | :30 | 1 | \$2,200.00 | 2 | 0.00 | NM | 0 | \$0.00 |
| WHEEL OF FORTUNE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | | 1 | \$2,200.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | 4 | 10/22/12-10/28/12 | | M-F 630-7p | | 630-7p | --W----- | :30 | | (\$2,200.00) | | 0.00 | NM | | |
| Credited | | | | | | | | | | | | | | | |
| 29 | 4 | 10/25/12 | 10/25/12 | M-F 630-7p M-F 630-7p | CM-All | 630-7p | ---T--- | :30 | 1 | \$2,200.00 | 2 | 0.00 | NM | 0 | \$0.00 |
| WHEEL OF FORTUNE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | | 1 | \$2,200.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | 4 | 10/22/12-10/28/12 | | M-F 630-7p | | 630-7p | ---Th---- | :30 | | (\$2,200.00) | | 0.00 | NM | | |
| Credited | | | | | | | | | | | | | | | |
| 30 | 4 | 10/29/12 | 10/29/12 | M-F 630-7p M-F 630-7p | CM-All | 630-7p | M----- | :30 | 1 | \$2,200.00 | 2 | 0.00 | NM | 1 | \$2,200.00 |
| WHEEL OF FORTUNE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | | 1 | \$2,200.00 | | 0.00 | | | |
| 31 | 4 | 10/23/12 | 10/23/12 | M-F 9-10p M-F 9-10p | CM-All | 9-10p | -T----- | :30 | 1 | \$800.00 | 3 | 0.00 | NM | 1 | \$800.00 |
| News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | | 1 | \$800.00 | | 0.00 | | | |
| 32 | 4 | 10/25/12 | 10/25/12 | M-F 9-10p M-F 9-10p | CM-All | 9-10p (9:30 PM-10:00 PM) | ---T--- | :30 | 1 | \$800.00 | 3 | 0.00 | NM | 1 | \$800.00 |

| | | | | | | | | | | | | | | Totals | | |
|-------|----|-------------------|-----------------|-------------------------------------|--------|-----------------------------|-------------------|-----|-------------|------------|---------------|------|------|--------|------------|--|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount | |
| News | | | | REV | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | 1 | | \$800.00 | | 0.00 | | | | | |
| 33 | 4 | 10/26/12 | 10/26/12 | M-F 9-10p M-F 9-10p | CM-All | 9-10p | ----F-- | :30 | 1 | \$800.00 | 3 | 0.00 | NM | 1 | \$800.00 | |
| News | | | | REV | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | 1 | | \$800.00 | | 0.00 | | | | | |
| 34 | 4 | 10/29/12 | 10/29/12 | M-F 9-10p M-F 9-10p | CM-All | 9-10p (9:30 PM-10:00 PM) | M----- | :30 | 1 | \$800.00 | 3 | 0.00 | NM | 1 | \$800.00 | |
| News | | | | REV | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | 1 | | \$800.00 | | 0.00 | | | | | |
| 35 | 4 | 10/24/12 | 10/24/12 | M-F 10-1030p M-F 10-1030p | CM-All | 10-1030p | --W---- | :30 | 1 | \$800.00 | 3 | 0.00 | NM | 1 | \$800.00 | |
| News | | | | REV | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | 1 | | \$800.00 | | 0.00 | | | | | |
| 36 | 4 | 10/25/12 | 10/25/12 | M-F 10-1030p M-F 10-1030p | CM-All | 10-1030p | ---T--- | :30 | 1 | \$800.00 | 3 | 0.00 | NM | 1 | \$800.00 | |
| News | | | | REV | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | 1 | | \$800.00 | | 0.00 | | | | | |
| 37 | 4 | 10/29/12 | 10/29/12 | M-F 10-1030p M-F 10-1030p | CM-All | 10-1030p | M----- | :30 | 1 | \$800.00 | 3 | 0.00 | NM | 1 | \$800.00 | |
| News | | | | REV | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | 1 | | \$800.00 | | 0.00 | | | | | |
| 38 | 4 | 10/23/12 | 10/23/12 | M-F 1030-1102p M-F 1030-1102p | CM-All | 1030-1102p | -T----- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 | |
| News | | | | REV | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | 1 | | \$600.00 | | 0.00 | | | | | |
| 39 | 4 | 10/25/12 | 10/25/12 | M-F 1030-1102p M-F 1030-1102p | CM-All | 1030-1102p | ---T--- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 | |
| News | | | | REV | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | 1 | | \$600.00 | | 0.00 | | | | | |
| 40 | 4 | 10/29/12 | 10/29/12 | M-F 1030-1102p M-F 1030-1102p | CM-All | 1030-1102p | M----- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 | |
| News | | | | REV | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | 1 | | \$600.00 | | 0.00 | | | | | |
| 41 | 4 | 10/28/12 | 10/28/12 | Su 5-6p Su 5-6p | CM-All | 5-6p | -----S | :30 | 1 | \$250.00 | 2 | 0.00 | NM | 1 | \$250.00 | |
| News | | | | REV | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | | 1 | | \$250.00 | | 0.00 | | | | | |
| 42 | 4 | 10/24/12 | 10/24/12 | World Series World Series on FOX | CM-All | 7p-CC | --W---- | :30 | 1 | \$1,900.00 | 3 | 0.00 | NM | 1 | \$1,900.00 | |
| REV | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | 1 | | \$1,900.00 | | 0.00 | | | | | |



WDAF-TV

Print Date: 10/22/12

Page 6 of 6

Contract / Revision **574919** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser **Kander/D/Sec of State** Product **KANDER FOR MISSOURI** Estimate # **1952**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|----|-------------------|-----------------|--|--------|----------------|-------------------|-----|-------------|------------|---------------|------|--------|--------|-------------|
| | | | | | | | | | | | | | | Spots | Amount |
| 43 | 4 | 10/23/12 | 10/26/12 | M-F 5-6p M-F 5-6p | CM-All | 5-6p | -TWTF-- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/22/12 | 10/28/12 | -TWTF-- | | | 1 | | \$600.00 | | 0.00 | | | | |
| 44 | 4 | 10/25/12 | 10/25/12 | World Series World Series on FOX REV | CM-All | 7p-CC | ---T--- | :30 | 1 | \$1,900.00 | 3 | 0.00 | NM | 1 | \$1,900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | 1 | | \$1,900.00 | | 0.00 | | | | |
| | | | | | | | | | | | | | Totals | 42 | \$30,775.00 |



ORDER

Print Date 10/24/12 Page 1 of 5

Flight Dates 10/16/12-10/22/12

Contract / Revision 574910 /

Original Date / Revision
10/24/12 10/24/12

Advertiser **Kander/D/Sec of State**

Agency **Buying Time LLC**

Buying Contact

**650 Massachusetts Ave NW
Suite 210
Washington, DC 20001**

Product
KANDER FOR MISSOURI

| | |
|------------|-----|
| Agency Com | 15% |
|------------|-----|

Billing Contact

650 Massachusetts Ave NW
Suite 210
Washington, DC 20001

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # **1951**

Alt Order # 09771612

| | |
|--------------|------|
| Billing Type | Cash |
|--------------|------|

Order Type GENERAL

| | |
|---------------|---------|
| Billing Cycle | EOM/EOC |
|---------------|---------|

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL1Xb

Priority 3

Advertiser Ref

Primary Account Executive
Dan Driscoll

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dan Driscoll | 100% | | |

Order Share 20% Market Value 95750

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| KCPT | % | 0 |
| KCTV | 31% | 29682 |
| KCWE | % | 0 |
| KMBC | 22% | 21065 |
| KMCI | % | 0 |
| KPXE | % | 0 |
| KSHB | 27% | 25852 |
| KSMO | % | 0 |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|--------------|------------|-------------|--------------|--------|
| October 2012 | 34 | \$16,277.50 | \$19,150.00 | 0.00 |
| Totals | 34 | \$16,277.50 | \$19,150.00 | 0.00 |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 10/01/12 | 10/22/12 | 34 | \$16,277.50 | \$19,150.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|----------|----|-------------------|-----------------|--------------------------|-------------------|----------------|-------------|---------------|-------|----------|-----|------|------|------------------------|----------|
| 1 | 4 | 10/17/12 | 10/17/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | --W---- | :30 | 1 | \$300.00 | 2 | 0.00 | NM | 1 | \$300.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | --W---- | 1 | | \$300.00 | 0.00 | | | | | | | |
| 2 | 4 | 10/19/12 | 10/19/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | ----F-- | :30 | 1 | \$300.00 | 2 | 0.00 | NM | 1 | \$300.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | ----F-- | 1 | | \$300.00 | 0.00 | | | | | | | |
| 3 | 4 | 10/22/12 | 10/22/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | M----- | :30 | 1 | \$300.00 | 2 | 0.00 | NM | 1 | \$300.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | M----- | 1 | | \$300.00 | 0.00 | | | | | | | |



WDAF-TV

Print Date: 10/24/12

Page 3 of 5

Contract / Revision **574910** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser **Kander/D/Sec of State**

Product **KANDER FOR MISSOURI**

Estimate # **1951**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|--|----|----------|----------|--------------------------|--------|-----------------------------|---------|-----|-------|----------|-----|------|------|--------|----------|
| | | | | | | | | | | | | | | Spots | Amount |
| 14 | 4 | 10/22/12 | 10/22/12 | M-F 12p-1p M-F 12-1p | CM-All | 12-1p | M----- | :30 | 1 | \$300.00 | 2 | 0.00 | NM | 1 | \$300.00 |
| Noons News REV <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$300.00 0.00 | | | | | | | | | | | | | | | |
| 15 | 4 | 10/16/12 | 10/16/12 | M-F 5-6p 5-530p | CM-All | 5-530p (5:00 PM-5:30 PM) | -T----- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -T----- 1 \$600.00 0.00 | | | | | | | | | | | | | | | |
| 16 | 4 | 10/18/12 | 10/18/12 | M-F 5-6p 5-530p | CM-All | 5-530p (5:00 PM-5:30 PM) | ---T--- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ---T--- 1 \$600.00 0.00 | | | | | | | | | | | | | | | |
| 17 | 4 | 10/22/12 | 10/22/12 | M-F 5-6p 5-530p | CM-All | 5-530p (5:00 PM-5:30 PM) | M----- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$600.00 0.00 | | | | | | | | | | | | | | | |
| 18 | 4 | 10/17/12 | 10/17/12 | M-F 5-6p 530-6p | CM-All | 530-6p (5:30 PM-6:00 PM) | --W---- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 0 | \$0.00 |
| News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 --W---- 1 \$600.00 0.00 | | | | | | | | | | | | | | | |
| <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 4 10/15/12-10/21/12 M-F 5-6p 530-6p (5:30 PM-6:00 PM) --W----- :30 (\$600.00) 0.00 NM Credited | | | | | | | | | | | | | | | |
| 19 | 4 | 10/19/12 | 10/19/12 | M-F 5-6p 530-6p | CM-All | 530-6p (5:30 PM-6:00 PM) | ----F-- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ----F-- 1 \$600.00 0.00 | | | | | | | | | | | | | | | |
| 20 | 4 | 10/16/12 | 10/16/12 | M-F 6-630p M-F 6-630p | CM-All | 6-630p | -T----- | :30 | 1 | \$900.00 | 2 | 0.00 | NM | 1 | \$900.00 |
| News REV <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -T----- 1 \$900.00 0.00 | | | | | | | | | | | | | | | |
| 21 | 4 | 10/16/12 | 10/16/12 | M-F 9-10p M-F 9-10p | CM-All | 9-10p (9:30 PM-10:00 PM) | -T----- | :30 | 1 | \$800.00 | 3 | 0.00 | NM | 0 | \$0.00 |
| News REV <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -T----- 1 \$800.00 0.00 | | | | | | | | | | | | | | | |
| <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 4 10/15/12-10/21/12 M-F 9-10p 9-10p (9:30 PM-10:00 PM) -T----- :30 (\$800.00) 0.00 NM Credited | | | | | | | | | | | | | | | |
| 22 | 4 | 10/18/12 | 10/18/12 | M-F 9-10p M-F 9-10p | CM-All | 9-10p (9:30 PM-10:00 PM) | ---T--- | :30 | 1 | \$800.00 | 3 | 0.00 | NM | 1 | \$800.00 |
| News REV <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ---T--- 1 \$800.00 0.00 | | | | | | | | | | | | | | | |
| 23 | 4 | 10/22/12 | 10/22/12 | M-F 9-10p M-F 9-10p | CM-All | 9-10p (9:30 PM-10:00 PM) | M----- | :30 | 1 | \$800.00 | 3 | 0.00 | NM | 1 | \$800.00 |



WDAF-TV

Print Date: 10/24/12

Page 4 of 5

Contract / Revision **574910** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser **Kander/D/Sec of State** Product **KANDER FOR MISSOURI** Estimate # **1951**

| | | | | | | | | | | | | | Totals | |
|-------------|-----------|-------------------|-----------------|----------------------------------|-----------------------|-----------------------------|-----------------|---------------|---------------|-----------------------|-----|-----------------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| News | | | | REV | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/22/12 | 10/28/12 | M----- | 1 | | \$800.00 | | 0.00 | | | | | |
| 24 | 4 | 10/17/12 | 10/17/12 | M-F 10-1030p M-F 10-1030p | CM-All | 10-1030p | --W---- | :30 | 1 | \$800.00 | 3 | 0.00 NM | 1 | \$800.00 |
| News | | | | REV | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/15/12 | 10/21/12 | --W---- | 1 | | \$800.00 | | 0.00 | | | | | |
| 25 | 4 | 10/22/12 | 10/22/12 | M-F 10-1030p M-F 10-1030p | CM-All | 10-1030p | M----- | :30 | 1 | \$800.00 | 3 | 0.00 NM | 1 | \$800.00 |
| News | | | | REV | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/22/12 | 10/28/12 | M----- | 1 | | \$800.00 | | 0.00 | | | | | |
| E 26 | 4 | 10/22/12 | 10/22/12 | M-F 1030-1102p M-F 1030-1102p | CM-All | 1030-1102p | M----- | :30 | 1 | \$600.00 | 2 | 0.00 NM | 0 | \$0.00 |
| News | | | | REV | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/22/12 | 10/28/12 | M----- | 1 | | \$600.00 | | 0.00 | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg Type</u> | | |
| 1 | 4 | 10/22/12-10/28/12 | | M-F 1030-1102p | 1030-1102p | | M----- | :30 | | (\$600.00) | | 0.00 NM | | |
| Credited | | | | | | | | | | | | | | |
| 28 | 4 | 10/18/12 | 10/18/12 | M-F 5-6p 530-6p | CM-All | 530-6p (5:30 PM-6:00 PM) | ---T--- | :30 | 1 | \$600.00 | 2 | 0.00 NM | 1 | \$600.00 |
| News | | | | REV | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/15/12 | 10/21/12 | ---T--- | 1 | | \$600.00 | | 0.00 | | | | | |
| 29 | 4 | 10/16/12 | 10/19/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | -TWTF-- | :30 | 1 | \$600.00 | 2 | 0.00 NM | 1 | \$600.00 |
| FOX News | | | | REV | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/15/12 | 10/21/12 | -TWTF-- | 1 | | \$600.00 | | 0.00 | | | | | |
| 30 | 4 | 10/16/12 | 10/19/12 | M-F 7-9a 7-8a | CM-All | 7-8a (7:00 AM-8:00 AM) | -TWTF-- | :30 | 2 | \$525.00 | 2 | 0.00 NM | 2 | \$1,050.00 |
| FOX News | | | | REV | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/15/12 | 10/21/12 | -TWTF-- | 2 | | \$525.00 | | 0.00 | | | | | |
| 31 | 4 | 10/16/12 | 10/19/12 | M-F 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | -TWTF-- | :30 | 2 | \$525.00 | 2 | 0.00 NM | 2 | \$1,050.00 |
| FOX News | | | | REV | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/15/12 | 10/21/12 | -TWTF-- | 2 | | \$525.00 | | 0.00 | | | | | |
| 32 | 4 | 10/16/12 | 10/19/12 | M-F 5-6p 5-530p | CM-All | 5-530p (5:00 PM-5:30 PM) | -TWTF-- | :30 | 2 | \$600.00 | 2 | 0.00 NM | 2 | \$1,200.00 |
| News | | | | REV | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/15/12 | 10/21/12 | -TWTF-- | 2 | | \$600.00 | | 0.00 | | | | | |
| 33 | 4 | 10/16/12 | 10/19/12 | M-F 5-6p 530-6p | CM-All | 530-6p (5:30 PM-6:00 PM) | -TWTF-- | :30 | 2 | \$600.00 | 2 | 0.00 NM | 2 | \$1,200.00 |
| News | | | | REV | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/15/12 | 10/21/12 | -TWTF-- | 2 | | \$600.00 | | 0.00 | | | | | |
| 34 | 4 | 10/20/12 | 10/20/12 | Sa 10-1030p Sa 10-1030p | CM-All | 10-1030p | -----S- | :30 | 1 | \$800.00 | 2 | 0.00 NM | 1 | \$800.00 |



WDAF-TV

Print Date: 10/24/12

Page 5 of 5

Contract / Revision **574910** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser **Kander/D/Sec of State** Product **KANDER FOR MISSOURI** Estimate # **1951**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | | |
|-------|----|-------------------|-----------------|-----------------|-------------------|----------------|-------------|-----|---------------|----------|-----|------|------|--------|----------|-------------|
| | | | | | | | | | | | | | | Spots | Amount | |
| 34 | 4 | 10/20/12 | 10/20/12 | Sa 10-1030p | CM-All | 10-1030p | -----S- | :30 | 1 | \$800.00 | 2 | 0.00 | NM | 1 | \$800.00 | |
| | | | | Sa 10-1030p | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | -----S- | 1 | | \$800.00 | | 0.00 | | | | | | | |
| | | | | | | | | | | | | | | Totals | 34 | \$19,150.00 |



Print Date 10/24/12 Page 1 of 5

Order Sep 00:15:00

Contract / Revision 574933 /

Product
KANDER FOR MISSOURI

| | |
|--------------------|-----------------|
| <u>Estimate #</u> | 1953 |
| <u>Alt Order #</u> | 09771614 |

Original Date / Revision
10/24/12 10/24/12

Agency Com 15%

Billing Type Cash

Advertiser **Kander/D/Sec of State**

Billing Contact

Order Type GENERAL

Agency **Buying Time LLC**

650 Massachusetts Ave NW
Suite 210
Washington, DC 20001

Billing Cycle **EOM/EOC**

Buying Contact

Sales Office DC-M

Billing Calendar BROADCAST

650 Massachusetts Ave NW
Suite 210
Washington, DC 20001

Sales Region NAT

Demographic A35+

Agency Ref

Rev Codes SP-POL CAN GEN

Product Codes PL1Xb

Priority 3

Advertiser Ref

Primary Account Executive
Dan Driscoll

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dan Driscoll | 100% | | |

Order Share 22% Market Value 125909

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| KQPT | % | 0 |
| KCTV | 29% | 36513 |
| KCWE | % | 0 |
| KMBC | 21% | 26440 |
| KMCI | % | 0 |
| KPXE | % | 0 |
| KSHB | 28% | 35254 |
| KSMO | % | 0 |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|--------------------|--------------------|-------------|------------|----------|---------|-------------|--------------|
| November 2012 | 44 | \$23,545.00 | \$27,700.00 | 0.00 | 10/29/12 | 11/05/12 | 44 | \$23,545.00 | \$27,700.00 |
| Totals | 44 | \$23,545.00 | \$27,700.00 | 0.00 | | | | | |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 10/29/12 | 11/05/12 | 44 | \$23,545.00 | \$27,700.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|----------|----|-------------------|-----------------|--------------------------|--------|----------------|-------------------|-----|-------------|----------|---------------|------|------|------------------------|----------|
| 1 | 4 | 10/30/12 | 10/30/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | -T----- | :30 | 1 | \$300.00 | 2 | 0.00 | NM | 1 | \$300.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | 1 | | \$300.00 | | 0.00 | | | | |
| 2 | 4 | 10/31/12 | 10/31/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | --W---- | :30 | 1 | \$300.00 | 2 | 0.00 | NM | 1 | \$300.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | --W---- | | | 1 | | \$300.00 | | 0.00 | | | | |
| 3 | 4 | 11/01/12 | 11/01/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | ---T--- | :30 | 1 | \$300.00 | 2 | 0.00 | NM | 1 | \$300.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | 1 | | \$300.00 | | 0.00 | | | | |



WDAF-TV

Print Date: 10/24/12

Page 2 of 5

Contract / Revision 574933 Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser Kander/D/Sec of State

Product KANDER FOR MISSOURI

Estimate # 1953

| | | | | | | | | | | | | | Totals | |
|----------------|----|-------------------|-----------------|--------------------------|------------|---------------------------|-------------------|-----|-------------|----------|-----|---------------|--------|----------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| 4 | 4 | 11/02/12 | 11/02/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | ----F-- | :30 | 1 | \$300.00 | 2 | 0.00 NM | 1 | \$300.00 |
| FOX News | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>REV</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: 10/29/12 | | 11/04/12 | | ----F-- | | | 1 | | \$300.00 | | | 0.00 | | |
| 5 | 4 | 11/05/12 | 11/05/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | M----- | :30 | 1 | \$300.00 | 2 | 0.00 NM | 1 | \$300.00 |
| FOX News | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>REV</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: 11/05/12 | | 11/11/12 | | M----- | | | 1 | | \$300.00 | | | 0.00 | | |
| 6 | 4 | 10/31/12 | 10/31/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | --W---- | :30 | 1 | \$600.00 | 2 | 0.00 NM | 1 | \$600.00 |
| FOX News | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>REV</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: 10/29/12 | | 11/04/12 | | --W---- | | | 1 | | \$600.00 | | | 0.00 | | |
| 7 | 4 | 11/01/12 | 11/01/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | ---T--- | :30 | 1 | \$600.00 | 2 | 0.00 NM | 1 | \$600.00 |
| FOX News | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>REV</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: 10/29/12 | | 11/04/12 | | ---T--- | | | 1 | | \$600.00 | | | 0.00 | | |
| 8 | 4 | 11/02/12 | 11/02/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | ----F-- | :30 | 1 | \$600.00 | 2 | 0.00 NM | 1 | \$600.00 |
| FOX News | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>REV</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: 10/29/12 | | 11/04/12 | | ----F-- | | | 1 | | \$600.00 | | | 0.00 | | |
| 9 | 4 | 11/05/12 | 11/05/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | M----- | :30 | 1 | \$600.00 | 2 | 0.00 NM | 1 | \$600.00 |
| FOX News | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>REV</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: 11/05/12 | | 11/11/12 | | M----- | | | 1 | | \$600.00 | | | 0.00 | | |
| 10 | 4 | 10/30/12 | 10/30/12 | M-F 7-9a 7-8a | CM-All | 7-8a (7:00 AM-8:00 AM) | -T----- | :30 | 1 | \$525.00 | 2 | 0.00 NM | 1 | \$525.00 |
| FOX News | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>REV</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: 10/29/12 | | 11/04/12 | | -T----- | | | 1 | | \$525.00 | | | 0.00 | | |
| 11 | 4 | 10/31/12 | 10/31/12 | M-F 7-9a 7-8a | CM-All | 7-8a (7:00 AM-8:00 AM) | --W---- | :30 | 1 | \$525.00 | 2 | 0.00 NM | 1 | \$525.00 |
| FOX News | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>REV</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: 10/29/12 | | 11/04/12 | | --W---- | | | 1 | | \$525.00 | | | 0.00 | | |
| 12 | 4 | 11/01/12 | 11/01/12 | M-F 7-9a 7-8a | CM-All | 7-8a (7:00 AM-8:00 AM) | ---T--- | :30 | 1 | \$525.00 | 2 | 0.00 NM | 1 | \$525.00 |
| FOX News | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>REV</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: 10/29/12 | | 11/04/12 | | ---T--- | | | 1 | | \$525.00 | | | 0.00 | | |
| 13 | 4 | 11/02/12 | 11/02/12 | M-F 7-9a 7-8a | CM-All | 7-8a (7:00 AM-8:00 AM) | ----F-- | :30 | 1 | \$525.00 | 2 | 0.00 NM | 1 | \$525.00 |
| FOX News | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>REV</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: 10/29/12 | | 11/04/12 | | ----F-- | | | 1 | | \$525.00 | | | 0.00 | | |
| 14 | 4 | 11/05/12 | 11/05/12 | M-F 7-9a 7-8a | CM-All | 7-8a (7:00 AM-8:00 AM) | M----- | :30 | 1 | \$525.00 | 2 | 0.00 NM | 1 | \$525.00 |
| FOX News | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>REV</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | |



574933

Hiatus Dates

Order Sep 00:15:00

Product **KANDER FOR MISSOURI**

Estimate # **1953**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|------------|----|-------------------|-----------------|-------------------------|--------|-----------------------------|-------------------|-----|-------------|----------|---------------|------|------|------------------------|----------|
| 14 | 4 | 11/05/12 | 11/05/12 | M-F 7-9a 7-9a | CM-All | 7-9a (7:00 AM-8:00 AM) | M----- | :30 | 1 | \$525.00 | 2 | 0.00 | NM | 1 | \$525.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | 1 | | \$525.00 | | 0.00 | | | | |
| 15 | 4 | 10/30/12 | 10/30/12 | M-F 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | -T----- | :30 | 1 | \$525.00 | 2 | 0.00 | NM | 1 | \$525.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | 1 | | \$525.00 | | 0.00 | | | | |
| 16 | 4 | 10/31/12 | 10/31/12 | M-F 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | --W---- | :30 | 1 | \$525.00 | 2 | 0.00 | NM | 1 | \$525.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | --W---- | | | 1 | | \$525.00 | | 0.00 | | | | |
| 17 | 4 | 11/01/12 | 11/01/12 | M-F 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | ---T--- | :30 | 1 | \$525.00 | 2 | 0.00 | NM | 1 | \$525.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | 1 | | \$525.00 | | 0.00 | | | | |
| 18 | 4 | 11/02/12 | 11/02/12 | M-F 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | ----F-- | :30 | 1 | \$525.00 | 2 | 0.00 | NM | 1 | \$525.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | ----F-- | | | 1 | | \$525.00 | | 0.00 | | | | |
| 19 | 4 | 11/05/12 | 11/05/12 | M-F 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | M----- | :30 | 1 | \$525.00 | 2 | 0.00 | NM | 1 | \$525.00 |
| FOX News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | 1 | | \$525.00 | | 0.00 | | | | |
| 20 | 4 | 10/30/12 | 10/30/12 | M-F 12p-1p M-F 12-1p | CM-All | 12-1p | -T----- | :30 | 1 | \$300.00 | 2 | 0.00 | NM | 1 | \$300.00 |
| Noons News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | 1 | | \$300.00 | | 0.00 | | | | |
| 21 | 4 | 11/01/12 | 11/01/12 | M-F 12p-1p M-F 12-1p | CM-All | 12-1p | ---T--- | :30 | 1 | \$300.00 | 2 | 0.00 | NM | 1 | \$300.00 |
| Noons News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | 1 | | \$300.00 | | 0.00 | | | | |
| 22 | 4 | 11/05/12 | 11/05/12 | M-F 12p-1p M-F 12-1p | CM-All | 12-1p | M----- | :30 | 1 | \$300.00 | 2 | 0.00 | NM | 1 | \$300.00 |
| Noons News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | 1 | | \$300.00 | | 0.00 | | | | |
| 23 | 4 | 10/30/12 | 10/30/12 | M-F 5-6p 5-530p | CM-All | 5-530p (5:00 PM-5:30 PM) | -T----- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| News | | | | REV | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | 1 | | \$600.00 | | 0.00 | | | | |
| 24 | 4 | 11/01/12 | 11/01/12 | M-F 5-6p 5-530p | CM-All | 5-530p (5:00 PM-5:30 PM) | ---T--- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| News | | | | REV | | | | | | | | | | | |

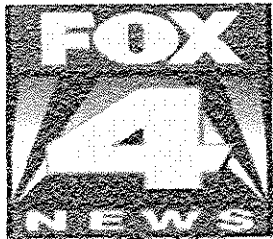


Hiatus Dates

Order Sep 00:15:00

Estimate # **1953**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------------------|----|-------------------|-----------------|------------------------------|--------|-----------------------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|------------|
| 24 | 4 | 11/01/12 | 11/01/12 | M-F 5-6p 5-530p | CM-All | 5-530p (5:00 PM-5:30 PM) | ---T--- | :30 | 1 | \$500.00 | 2 | 0.00 | NM | 1 | \$500.00 |
| News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | 1 | | | \$500.00 | | 0.00 | | | |
| 25 | 4 | 11/05/12 | 11/05/12 | M-F 5-6p 5-530p | CM-All | 5-530p (5:00 PM-5:30 PM) | M----- | :30 | 1 | \$500.00 | 2 | 0.00 | NM | 1 | \$500.00 |
| News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | 1 | | | \$500.00 | | 0.00 | | | |
| 26 | 4 | 10/31/12 | 10/31/12 | M-F 5-6p 530-6p | CM-All | 530-6p (5:30 PM-6:00 PM) | --W---- | :30 | 1 | \$500.00 | 2 | 0.00 | NM | 1 | \$500.00 |
| News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --W---- | | | 1 | | | \$500.00 | | 0.00 | | | |
| 27 | 4 | 11/02/12 | 11/02/12 | M-F 5-6p 530-6p | CM-All | 530-6p (5:30 PM-6:00 PM) | ----F-- | :30 | 1 | \$500.00 | 2 | 0.00 | NM | 1 | \$500.00 |
| News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----F-- | | | 1 | | | \$500.00 | | 0.00 | | | |
| 28 | 4 | 10/30/12 | 10/30/12 | M-F 6-630p M-F 6-630p | CM-All | 6-630p | -T----- | :30 | 1 | \$900.00 | 2 | 0.00 | NM | 1 | \$900.00 |
| News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | 1 | | | \$900.00 | | 0.00 | | | |
| 29 | 4 | 11/05/12 | 11/05/12 | M-F 630-7p M-F 630-7p | CM-All | 630-7p | M----- | :30 | 1 | \$2,200.00 | 1 | 0.00 | NM | 1 | \$2,200.00 |
| WHEEL OF FORTUNE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | 1 | | | \$2,200.00 | | 0.00 | | | |
| 30 | 4 | 10/30/12 | 10/30/12 | M-F 9-10p M-F 9-10p | CM-All | 9-10p | -T----- | :30 | 1 | \$800.00 | 2 | 0.00 | NM | 1 | \$800.00 |
| News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | 1 | | | \$800.00 | | 0.00 | | | |
| 31 | 4 | 11/01/12 | 11/01/12 | M-F 9-10p M-F 9-10p | CM-All | 9-10p | ---T--- | :30 | 1 | \$800.00 | 2 | 0.00 | NM | 1 | \$800.00 |
| News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | 1 | | | \$800.00 | | 0.00 | | | |
| 32 | 4 | 11/02/12 | 11/02/12 | M-F 9-10p M-F 9-10p | CM-All | 9-10p | ----F-- | :30 | 1 | \$800.00 | 3 | 0.00 | NM | 1 | \$800.00 |
| News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----F-- | | | 1 | | | \$800.00 | | 0.00 | | | |
| 33 | 4 | 11/05/12 | 11/05/12 | M-F 9-10p M-F 9-10p | CM-All | 9-10p | M----- | :30 | 1 | \$800.00 | 3 | 0.00 | NM | 1 | \$800.00 |
| News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | 1 | | | \$800.00 | | 0.00 | | | |
| 34 | 4 | 10/30/12 | 10/30/12 | M-F 10-1030p M-F 10-1030p | CM-All | 10-1030p | -T----- | :30 | 1 | \$800.00 | 3 | 0.00 | NM | 1 | \$800.00 |



WDAF-TV

Print Date: 10/24/12

Page 5 of 5

Contract / Revision 574933 Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser Kander/D/Sec of State

Product KANDER FOR MISSOURI

Estimate # 1953

| | | | | | | | | | | | | | Totals | |
|-------|----|-------------------|-----------------|----------------------------------|--------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|----------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| 34 | 4 | 10/30/12 | 10/30/12 | M-F 10-1030p M-F 10-1030p | CM-All | 10-1030p | -T----- | :30 | 1 | \$800.00 | 3 | 0.00 NM | 1 | \$800.00 |
| News | | | | REV | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | | 1 | \$800.00 | | 0.00 | | |
| 35 | 4 | 10/31/12 | 10/31/12 | M-F 10-1030p M-F 10-1030p | CM-All | 10-1030p | --W---- | :30 | 1 | \$800.00 | 3 | 0.00 NM | 1 | \$800.00 |
| News | | | | REV | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | --W---- | | | | | 1 | \$800.00 | | 0.00 | | |
| 36 | 4 | 11/01/12 | 11/01/12 | M-F 10-1030p M-F 10-1030p | CM-All | 10-1030p | ---T--- | :30 | 1 | \$800.00 | 3 | 0.00 NM | 1 | \$800.00 |
| News | | | | REV | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | | | 1 | \$800.00 | | 0.00 | | |
| 37 | 4 | 11/05/12 | 11/05/12 | M-F 10-1030p M-F 10-1030p | CM-All | 10-1030p | M----- | :30 | 1 | \$800.00 | 3 | 0.00 NM | 1 | \$800.00 |
| News | | | | REV | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$800.00 | | 0.00 | | |
| 40 | 4 | 11/04/12 | 11/04/12 | Su 5-6p Su 5-6p | CM-All | 5-6p | -----S | :30 | 1 | \$250.00 | 3 | 0.00 NM | 1 | \$250.00 |
| News | | | | REV | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$250.00 | | 0.00 | | |
| 41 | 4 | 10/31/12 | 10/31/12 | M-F 6-630p M-F 6-630p | CM-All | 6-630p | --W---- | :30 | 1 | \$900.00 | 2 | 0.00 NM | 1 | \$900.00 |
| NEWS | | | | ADD | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | --W---- | | | | | 1 | \$900.00 | | 0.00 | | |
| 42 | 4 | 11/01/12 | 11/01/12 | M-F 6-630p M-F 6-630p | CM-All | 6-630p | ---T--- | :30 | 1 | \$900.00 | 2 | 0.00 NM | 1 | \$900.00 |
| NEWS | | | | ADD | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | | | 1 | \$900.00 | | 0.00 | | |
| 43 | 4 | 11/05/12 | 11/05/12 | M-F 6-630p M-F 6-630p | CM-All | 6-630p | M----- | :30 | 1 | \$900.00 | 2 | 0.00 NM | 1 | \$900.00 |
| NEWS | | | | ADD | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$900.00 | | 0.00 | | |
| 44 | 4 | 10/30/12 | 11/02/12 | M-F 9-10p M-F 9-10p | CM-All | 9-10p | -TWTF-- | :30 | 2 | \$600.00 | 3 | 0.00 NM | 2 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | -TWTF-- | | | | | 2 | \$600.00 | | 0.00 | | |
| N45 | 4 | 10/30/12 | 11/02/12 | M-F 1030-1102p M-F 1030-1102p | CM-All | 1030-1102p | -TWTF-- | :30 | 1 | \$600.00 | 2 | 0.00 NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | -TWTF-- | | | | | 1 | \$600.00 | | 0.00 | | |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | Totals | 44 \$27,700.00 |